

**PR Measurement, Public Opinion
and Persuasion**

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How do we evaluate PR efforts?

- Compare publicity to ad costs (amateur)
- Measure amount of work (periodic review)
- Measure message exposure, message retention, opinions, attitudes, and behavior (BEST)

Important Questions...

- Adequately planned?
- Understand message?
- Effective?
- Reach audience?
- Accomplish goal?
- X-factors?
- Stay within budget?
- Improve?

Measurement Tools

- Audience attendance
- Surveys
- Focus groups
- Communication audits
- Readership studies
- Content Analyses

Barcelona Declaration of Measurement Principles

1. Goal setting and measurement
2. Media measurement requires quantity and quality
3. AVEs are NOT the value of PR
4. Social media can and should be measured
5. Measure outcomes, not media results
6. Organizational results can and should be measured
7. Transparency and replication are paramount to sound measurement

Persuasion

What we use to win in the court of
PUBLIC OPINION.

Public Opinion

A collection of views held by people interested in the subject

Forming Public Opinion
The Cracked Egg Model

1. Mass Sentiment
2. Issue or Incident
3. Pros/Cons Form
4. Public Debate
5. Time
6. Social Value
7. Social Action
8. Mass Sentiment

Persuasion

When communication attempts to induce a change in belief, attitude or behavior through transmitting a message...

Persuasion

The key is knowing where to insert PR efforts in the eight step cracked egg model

Apply Psychology and Sociology

Demographics:	Psychographics:
- Race	- Lifestyle choices
- Culture	- Music
- Geography	- Movies
- Sex	- TV habits
	- Tech preferences
	- Gender

Resurfacing Terms:

- Attitudes vs. Opinions
- Image vs. Identity
- Credibility and Believability

Lerbinger's Motivational Design for Persuasive Communication

- Change attitude to fulfill a need
 - Maslow's Hierarchy of Needs
 1. Physiological
 2. Safety
 3. Social
 4. Ego
 5. Self-fulfillment

To persuade:

- Message must be **received**
- Must get audience's **attention**
- Must be **understood**
- Must be **believed**
- Must be **remembered**
- Must be **acted upon**

McGuire's Persuasion Process

1. Presenting
2. Attending
3. Comprehending
4. Yielding
5. Retain New Position
6. Acting

Multi-Step Flow Theory

Media \rightleftharpoons Opinion Leaders \rightleftharpoons Public

PR \rightarrow

Diffusion Theory

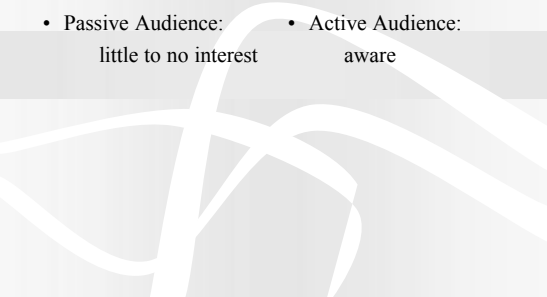
1. Awareness
2. Interest
3. Trial
4. Evaluation
5. Adoption

Source Credibility

- Tell the TRUTH
- Expertise
- Objectivity
- Likeability
- Similarity
- Power

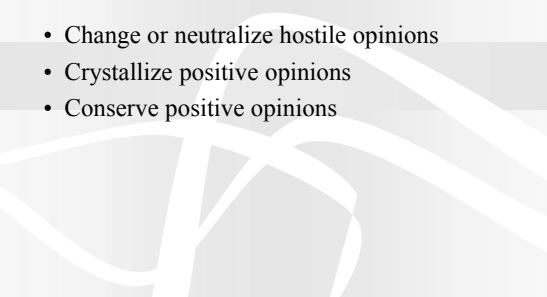
Audiences

- Passive Audience:
little to no interest
- Active Audience:
aware



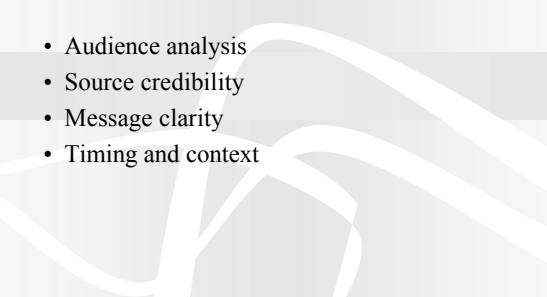
Persuasion

- Change or neutralize hostile opinions
- Crystallize positive opinions
- Conserve positive opinions



Persuasion Factors

- Audience analysis
- Source credibility
- Message clarity
- Timing and context



Persuasive Message Structure

- Drama
- Statistics
- Surveys and polls
- Examples
- Testimonials
- Mass media endorsements
- Emotional appeals

Persuasive Message Components

- Plain folks
- Testimonials
- Bandwagon
- Card stacking
- Transfer
- Glittering generalities

Questions?
